Corporate Identity Guideline

Proino

www.proino.com

Design & Brand Guideline

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SECTION 1
INTRODUCTION

INTRODUCTION

PROİNO's Corporate Identity Guideline has been prepared to introduce you to PROİNO's identity standards.

The definitions and rules set in this guideline will guide you in all your visual work.

If you are not sure about any details or if you cannot find a subject you are looking for in this guideline, you can obtain the necessary documents from PROİNO Corporate Communication Experts by by referring to info@proino.com.

Vision

Is to develop patent rewarding innovative products and being preferred sub-system supplier for local and foreign market.

Mission

Is to design and develop genuine sub-systems for local and foreign System Integrators with up-to-date and future technology.

Pronounciaton and Writing of PROİNO

To ensure and maintain the corporate integrity, observing these rules are as important as visual practices.

Usage in Turkish Language

- PROİNO is written with each letter "uppercase".
- Spellings like "Proino, Pro-ino, PRO-INO, Proİno" are wrong.
- PROİNO should be read according to English phonetics. It is pronounced in English letters in the form of "PI", "RO", "İ", "NO" in all Turkish interviews.
- In all official Turkish correspondence, should be written as "PROİNO Mühendislik Danışmanlık San. Ve Tic. Ltd. Şti."
- If "PROİNO" is used in parentheses after the first occurrence of "PROİNO Mühendislik Danışmanlık San. Ve Tic. Ltd. Şti.", it can be used as PROİNO in the rest of the text.

Usage in English Language

- PROİNO is written with each letter "uppercase".
- PROİNO should be read according to English phonetics. It is pronounced in English letters in the form of "PI", "RO", "İ", "NO" in all Turkish interviews.
- In English official correspondence, should be written in Turkish as "PROİNO Mühendislik Danışmanlık San. Ve Tic. Ltd. Şti.", not as "PROİNO Engineering Consulting".

Corporate Logo

We dedicate this document to the creator of our logo, *Zeynep Balıkçıoğlu*, who untimely passed away.

Gone from our sight, but never from our hearts...∞

Logotype

- The most important visual element that defines PROİNO is its logo. The logo is the visual and semantic expression of PROİNO's brand stance.
- The PROİNO logotype is formed by using the PROİNO symbol and the PROİNO text together.
- Green circles in the logo represent nature; the protective shield surrounding the green circle represents engineering solutions that will prevent excessive consumption of nature and the inseparability of nature and science.
- The logo cannot be changed or redrawn, even partially. A title cannot be added next to, below or above the logo.

The font of the logo: AGEONE

FONT DOWNLOAD LINK

Direct Link : https://www.dafont.com/ageone.font

Safe Area

The logotype should be used within the specified gray area, and no different design elements should be included in this area. The height of the letter "O" can be taken as a reference to find this area.

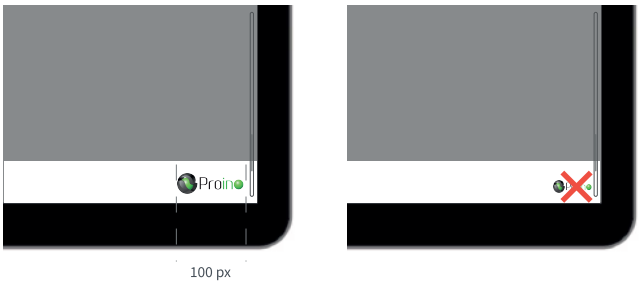
Minimum Size

Logotype should be used in printed materials with a minimum width of 15 mm.

85 mm

Logotype should be used on digital screens with a minimum width of 100 px.

Minimum width in digital media|



Color Palette

PROİNO's corporate main colors and features are green and gray as given below.

CMYK	RGB	HEX
C75 M6 Y100 K0	R64 G164 B53	40a435
C64 M55 Y50 K50	R73 G72 B74	49484a
C54 M42 Y40 K24	R116 G117 B120	747578
C80 M70 Y60 K90	R14 G15 B15	0e0f0f

Corporate Font

C A L I B R I

Bold	**A**	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**L**	**M**
	N	**O**	**P**	**Q**	**R**	**S**	**T**	**U**	**V**	**W**	**X**	**Y**	**Z**
	a	**b**	**c**	**d**	**e**	**f**	**g**	**h**	**i**	**j**	**k**	**l**	**m**
	n	**o**	**p**	**q**	**r**	**s**	**t**	**u**	**v**	**w**	**x**	**y**	**z**
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Figures	**0**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**0**		
Special Characters	!	“	§	$	%	&	/	(	)	=	?	`	;	:
	¡	“	¶	¢	[	]	|	{	}	≠	¿	‘	
	«	∑	€	®	†	Ω	¨	⁄	ø	π	•	±	‘
	æ	œ	@	Δ	º	ª	©	ƒ	∂	,	å	¥	≈	ç
	√	~	µ	∞	…	–	≤	<	>	≥	˘	›	‹	◊

FONT DOWNLOAD LINK

Direct Link : https://www.fonttr.com/fontDeta?font=CALIBRI

Incorrect Uses of Logotype

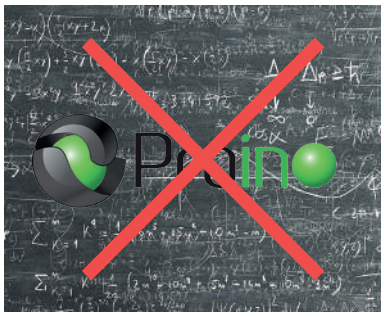
The aspect ratio of the logotype should not be changed and the logotype should not be deformed.

Colors other than the corporate colors specified in the logotype should not be used.

Contour lines should not be used in the logotype.

No changes should be made to the logotype.

Incorrect Uses of Logotype



Usage of Logotype on Banners and Similar Printed Materials

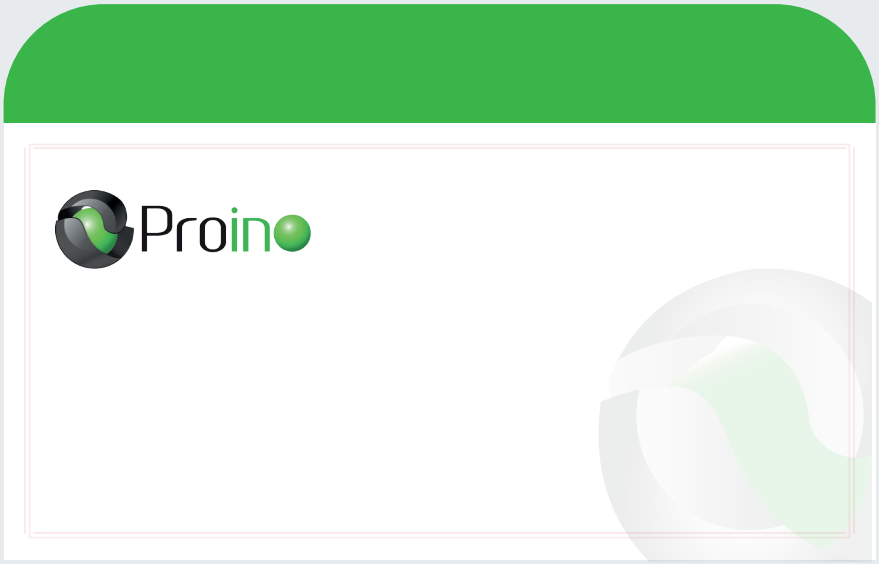
Logotype should be positioned at the bottom right of the main communication and product communication materials whenever possible.
It can be used in a plain form if the correct contrast properties are captured.
It can be placed on opaque white tape, taking into account the safe area.

Business Card

Size: 85 mm x 50 mm
Font: Arimo Regular

Company Envelope

Size: 240 mm x 105 mm
Font: Calibri Bold



Letterhead

Size: 210 mm x 297 mm
Font: Calibri Bold

Proino

Tarih
15 Mart, 2021

Sayın .....,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod oris nisi ut aliquip ex ea commodo consequat.

Saygılarımla,

Proino

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Pocket Folder

Size: 210 mm x 297 mm
Font: Calibri Bold

Corporate Identity